



FOR IMMEDIATE RELEASE

May 18, 2006

## FACT SHEET

### NATIONAL EMS WEEK

### **SANDERS ANNOUNCES NEW, INNOVATIVE CPR GUIDELINES FOR CITY'S EMS FIRST RESPONDERS** **CITY ON CUTTING-EDGE OF IMPLEMENTATION**

*San Diego's Emergency Services Personnel among the First in the Country to be  
Trained in New Technique; Paramedics Already Believe New Technique May Save Lives*

Mayor Jerry Sanders today announced that effective immediately, the City's emergency medical first responders will be using a new and innovative method for delivering CPR. All of the City's paramedics and lifeguards have been trained on the technique and it is now in use. The Mayor is also recognizing the courageous men and women that dedicate their lives as first responders to public service during National EMS Week.

#### **New CPR Technique**

The new standard calls for CPR to be applied continuously, 10 compressions to 1 breath, and emergency personnel switching off every 2 minutes to ensure that maximum compression is being applied.

- These hard, fast continuous compressions have been shown to better perfuse the heart with oxygen than the former CPR technique.
  - Research has shown that this new CPR technique, performed as soon as possible, may have a greater effect on positive patient outcome than even medicine in some instances.
- 
- Training of all 450 City paramedics began in early April and is now nearly complete. San Diego Medical Services Enterprise, San Diego Fire-Rescue, and San Diego City Lifeguards are among the first in the country to implement and use these new CPR guidelines.

- The City’s Medical Director, Dr. Jim Dunford, was proactive in implementing these changes when the latest research showed a significant impact on CPR effectiveness in saving lives when these new guidelines are used.
- San Diego Medical Services Enterprises has nearly completed training all first responder personnel in “Basic Life Support”(BLS) and “Advanced Cardiac Life Support”(ACLS) techniques.
- Deputy Fire Chief Criss Brainard calls the introduction of these new techniques “the most significant change in the City’s EMS policy he has seen in my 27 years on the job.”

#### **BACKGROUND ON THE CITY’S EMERGENCY MEDICAL SERVICES:**

- San Diego Medical Services Enterprise (SDMSE) is an innovative public-private partnership between the City of San Diego’s Fire-Rescue Department and Rural/Metro Ambulance.
- SDMSE has handled all of the 9-1-1 emergency medical transportation needs for San Diego since being awarded the initial contract in 1997.
  - System is self-sustaining: NO cash subsidy from City’s general fund.
  - SDMSE generated over \$5 million revenue for the City (in capital improvements)
  - Previous EMS provider went bankrupt, owes the City over \$400k
  - Rural/Metro infused capital for 40 new ambulances, a new computer dispatch system, and more.
- All of SDMSE’s large red ambulances respond to emergency medical calls alongside fire trucks and engines, which are typically first on scene because they are geographically closer to the incidents.
- Emergency responders work together to stabilize patients and the ambulance transport patients to hospitals all over the county.

#### **SDMSE includes:**

- More than 80 medical vehicles
- More than 400 employees
- Average 240+ emergency medical calls a day
- Average 90,000 emergency medical calls per year
- Lowest response times in San Diego’s history